



The Pledging Tree Foundation

TPTF holds two successful financial workshops for the community

The Pledging Tree Foundation held two financial workshops for the community on February 20th and 23rd, 2008

West Chester, PA -- The first financial workshops conducted by The Pledging Tree Foundation received a great response from the community. Financial experts Dave Hoyer, from Financial Planning Association of Philadelphia Tri-Area, and Joe Leofsky, from Compass Financial Counseling, conducted these workshops. The two workshops covered all areas involving steps to taking control of money and insightful ideas to secure a better financial future. At the end, attendees gave positive feedback and requested more workshops pertaining to other financial matters.

"I think we had a great response from those who turned out, and I'm very

excited that people are getting to learn more about The Pledging Tree and its goal," said Prerna Singh, President and CEO of The Pledging Tree Foundation. The Pledging Tree is looking to hold its next financial workshop in the upcoming months. Please visit the site to learn about the dates and topics for the next workshop.



Dave Hoyer conducts a financial workshop at the Government Services Center in West Chester, PA.



**Prerna Singh—
President and CEO of
TPTF**

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TPTF Begins Enrollment of Families

Downingtown, PA -- The Pledging Tree Foundation is proud to announce that it has begun the enrollment of families for its matching savings program. The first family enrolled consists of a single mother who is trying to save for her teenage daughter's college education.

The selection was done based on a rigorous process to ensure that the right family would take advantage of this program.

Each month, the enrolled family will send a check to TPTF for any amount and TPTF will match the amount of money up to \$100. The money will then be deposited by the Foundation into the family's selected account. This program will run for 12 months, after which time

the money contributed by both the family and TPTF will be given to the family for their use toward their savings goal.

The Selection Committee has received other applications and will be reviewing them in the days to come.



How Your Dollar is Spent

At the Pledging Tree we make sure that your money is spent in the best way possible. The money you contribute goes directly to supporting and bettering the lives of financially challenged families.

We have managed to keep our operational costs low by enlisting the help of various agencies. The printing of the brochure, guidelines, sponsorship packet, and company business cards was

done by Thorndale Press in Thorndale, PA, free of charge. Flyers for the workshop were also printed for free by the UPS Store in Thorndale, PA.

The facilities we used for our workshops were also provided to us at no cost. Due to the generosity of our workshop sponsors, all materials for the workshops and refreshments were covered by their support.

We also used a domain to host our website at no charge for one year.

Through these very simplistic practices, we have managed to keep our operational costs to a minimum. This ensures that our focus remains on our top priority--that of providing assistance to financially challenged families.

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Financial Tip of the Month

Teach your kids about money

Knowing about money — how to earn it, use it, invest it and share it — is a critical life skill. Unfortunately, such skills are often given short shrift in our education system and homes. Recent surveys have highlighted an astonishing level of ignorance in today's teenagers when questions about simple financial concepts are raised. For example, one survey found that only 26% of teens understood credit card interest, and only one in three could read a bank statement or balance a checkbook.

the Phoenixville community.

Through these collaborations, The Pledging Tree hopes to better its service to financially challenged families.

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Collaboration with Other Agencies

The Pledging Tree is proud to announce its collaboration with several local agencies in Chester County to provide better service to those in need. Non-profits, like Habitat for Humanity of Chester County (www.hfhcc.org/) and Bridge of Hope of Lancaster and Chester Counties (www.bridgeofhopelcc.org/) have partnered with The Pledging Tree to provide additional resources to financially challenged families. Many families have come from

the two agencies armed with the motivation to change their lives but without the resources to help them foster that change. The Pledging Tree helps them move through this process.

Another collaboration that The Pledging Tree is involved with is The United Way Financial Stability Partnership of Chester County (www.unitedwaychestercounty.org/partners/financialstability.asp).

Through the partnership, the mission is to create a path to independence and help individuals and families move away from crisis financial management, meet basic needs, and allow them to plan for the future.

The Pledging Tree has also partnered with the Phoenixville Area Community Services (<http://www.pacsphx.org/>) to

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What's Next for TPTF?

- Start a savings and financial education program for teenagers in local high schools
- Conduct at least two more financial workshops for financially challenged families and the community this year
- Enroll as many families as funds will allow

